Building Partnerships

On the Road to Census 2000



It's coming —
The Census 2000
Road Tour: How
America Knows
What America Needs.

On February 15, 2000, 12 Road Tour Vehicles—or RTVs—set out

from locations across the country to promote Census 2000 until April 15. Each vehicle is equipped with exhibits, videos, printed information and other giveaways to spread the message that Census 2000 is on its way.

The Road Tour is designed to generate media attention in various markets—from small towns to large cities—and enhance the efforts of our partnership specialists. Each RTV is a "rolling resource" to help our thousands of partners and Complete Count Committees to promote the census in their organizations, communities, businesses and governments. It will also reinforce the advertising messages that will be on television, radio, billboards and in magazines and newspapers.

Why do we call this a rolling resource? Here's what's on board:

- Two contract logistics staff, who will drive the vehicle, maintain and check out exhibits, and keep the Road Tour on the right course.
- Two contract media advance staff, who will work with local census representatives to set up press conferences and media events in their areas, and assist them in their roles as spokespersons for the census.
- Five sets of the "Five Big Reasons to Answer the Census" exhibit.
 One set will remain with the vehicle, but the other four sets are
 available for partnership specialists and partners to borrow for their
 own use.
- A "Kids Count Corner" that will feature special activities for kids.
- Two video loops: one for adults (in the six questionnaire languages) that will illustrate the rich history of the census and its special importance today, and one for kids (in English and Spanish) that will inspire children, grades 2-5, to make sure they are counted. Multiple copies will come with each exhibit (TV and VCR will not be provided) and do not need to be returned with the exhibit.
- Fact sheets in multiple languages and Questionnaire Assistance Guides in over 40 languages.
- Special giveaways to supplement those being used by specialists in the regions.

Census 2000

Welcome to Building Partnerships, a quarterly newsletter for and about the people and organizations that are building partnerships with the Census Bureau. This newsletter is designed to keep you informed and provide you with regular updates on preparations for Census 2000. If you have any questions or comments about what you would like to see in this newsletter, please contact Vicki Glasier, Partnership and Data Services Staff, Office of the Associate Director for Field Operations, on 301-457-2989, e-mail at vglasier@census.gov. or mail to U.S. Census Bureau, Room 1210-2, Washington, DC 20233.

Volume 3 Issue 1 Winter 2000 Where's it going? The Census 2000 Publicity Office Promotions Branch is managing the Road Tour with the help of Cohn and Wolfe, a nationally recognized public relations firm. We assisted regional directors and partnership specialists in developing their own routes and itineraries based on their regional needs, geographic population density and major media market accessibility.

Just before this past holiday season, regional directors or their representatives had a sneak preview of one RTV and finalized their region's route, so we had adequate time to secure any special permits that may be needed on highways and in localities. At that time, we also shot a training video that has been sent to partnership specialists and partners, who are meeting each vehicle for events and exhibits, and tells them what to expect when the Road Tour rolls into town.

For more exciting information, visit the Census Bureau Internet site to learn more. Go to www.census.gov, click on the Census 2000 icon and go to the Advertising and Promotions/ Special Events page to get the latest news on the Census 2000 Road Tour.

New and Exciting Changes to the Census 2000 Internet Page

A lot of changes have happened on the Census 2000 Internet site in the past few months. These changes are designed to make the site more complete and easier for Census Bureau partners to access new

and exciting materials about Census 2000. Additions to the pages include easier menus to navigate the site, more downloadable graphics and tools to help promote Census 2000, increased information on media buys for the advertising campaign, public service announcement scripts, information on partnership activities, television and video downloads and much more.

To access the Census 2000 Internet pages, go to www.census.gov and click on the Census 2000 icon. We are working hard to make as much information available to our partners as quickly as possible. If you have any thoughts for additional items you would like to see made available through the Internet or ideas on how to improve the site, please use the "Comments" button on the Census 2000 Internet site and let us know. We are eager to help you promote Census 2000!

The Census Is Coming!

What you will receive	When you will receive it March 1-3, 2000 (for those with city-style addresses) March 3-6, 2000 (for those with rural addresses)	
Advance Letter – informing you that you will soon receive your census form; letter has instructions on how you can request a Census 2000 questionnaire in Spanish, Chinese, Tagalog, Vietnamese or Korean		
Census 2000 Questionnaire – will be sent by mail or delivered by a census worker (for those living in rural areas)	March 13-15, 2000	
Reminder Card – a thank you for sending in your Census 2000 form or a reminder to fill it out and mail it back	March 20-22, 2000 (for those with city-style addresses) March 27-30, 2000 (for those with rural addresses)	

How America Knows What America Needs:

' 90 Plus Five and Because You Count

How America Knows What America Needs is a two-component campaign to encourage civic participation in the census at the grass-roots level. Through this program, the Census Bureau will provide governors, tribal leaders, county commissioners, mayors and other highest elected officials with tools to promote the census in their community. These tools include a kit and access to a dedicated Internet site and a toll-free phone number.

The first component – '90 Plus Five – will challenge communities to increase their mail response rate in Census 2000 by at least 5 percentage points over their 1990 level. As part of this program, response rates for each community to Census 2000 will be posted on the Internet and updated daily from March 27 to April 11.

The second component – *Because You Count* – will encourage those who will be visited by enumerators (because they did not return their forms or because they live in areas where residents are not asked to mail in their forms) to cooperate with census takers when they come to their doors.

Advance letters about *How America Knows What America Needs* were mailed to highest elected officials across the country on December 11, 1999. On January 11, 2000, we mailed formal letters of invitation to the highest elected officials in areas where respondents will receive their census forms in the mail, inviting their participation in '90 Plus Five.

Also on January 11, Dr. Prewitt announced *How America Knows What America Needs* at the National Press Club in Washington, DC. A separate announcement for *Because You Count* is planned for April 18, just prior to the nonresponse followup operation.

How America Knows What America Needs can only succeed if individual elected leaders have their communities participate in the program. Please encourage your local mayor, county commissioner, governor or other highest elected official to participate in this exciting motivational program.

To participate in this program, highest elected officials should have their staff members watch for the invitation letter. If their invitation has been misplaced, they can sign up for the program on the Internet at http://www.hakwan.com or via our toll-free number 1-877-6HAKWAN.

If you are in areas where residents are not asked to mail in their forms, you should know that the *Because You Count* component of *How America Knows What America Needs* has its own special kit, designed to help encourage the public to welcome enumerators. The kit for these areas is available from your regional census center (see back page).

Census 2000 - You Can't Miss It!

Census 2000 is one of the top three advertisers in the country during the months of February and March. On TV and radio and in magazines and newspapers, the Census 2000 Advertising Campaign will be in full force, delivering a message of the benefits of the census and encouraging everyone to fill out their forms.

Since November 1, TV ads have been running during daytime programming to reach the least likely to respond. Starting in February, TV ads have appeared on every national network including ABC, NBC, CBS, Fox, UPN, WB, Telemundo and Univision as well as many cable networks such as the International Channel, MTV, The History Channel and many more. If you have had your TV on, you will see Census 2000.

Radio is also a critical component of the Census 2000 Advertising Campaign. Radio network buys are supplemented by local buys on stations with formats that range from hip-hop to oldies and talk radio to rock. Ads are being placed in 17 languages. Over the course of the campaign, over **66,000** radio ads about Census 2000 will be broadcast during the course of the campaign—that doesn't include the PSAs being placed by census staff and partners and other promotional mentions!

Many national magazines have already carried the Census 2000 message. Ads will be and are appearing in national newspapers and magazines such as *People, Sports Illustrated, Ebony, Time, Ladies' Home Journal, Hot Rod, Vibe, Essence* and hundreds of in-language magazines. The campaign doesn't stop here however. Local magazines and newspapers around the country are also receiving Census 2000 advertising.

If you haven't watched TV, listened to the radio or read any print during these months, you will see advertising as you wait for a bus, ride the subway or drive down the highway. Census 2000 ads will be placed on bus shelters and on buses, on billboards and in subways. Mobile billboards will be driven around community festivals and ads will play at baseball games.

The Census 2000 Advertising Campaign is designed to reach 99 percent of all US residents. You can't miss it.

Look for Census 2000 ads during these broadcast TV programs and many, many more:

ABC—All My Children, General Hospital, The View, Once and Again, Sports Night, Wonderful World of Disney, The Practice, Spin City, The Hughleys and others.

CBS—The Price is Right, The Young and the Restless, Guiding Light, Family Law, Chicago Hope, Jag, Cosby, Touched by an Angel, Judging Amy, Late Night with David Letterman and others.

NBC—Days of Our Lives, ER, Frazier, Third Rock from the Sun, The West Wing, Dateline, Saturday Night Live, Tonight Show with Jay Leno, Conan O'Brien and others.

Fox—Ally McBeal, X-Files, Simpsons, Beverly Hills 90210, American's Most Wanted, That 70's Show and others.

WB—Felicity, Charmed, The Jamie Fox Show and others.

UPN—Moesha, Grown Up's, Star Trek Voyager and others.

Daytime Syndication—Oprah, Donny and Marie, Salley Jesse Raphael, Rosie O'Donnell, Latifah and others.

Univision and Telemundo—Jamie Bayley, Telenoticias, Cristina, Sabado Gigante and Noticiero Ultima Hora.

Partnership agreements are final with the following national organizations and companies as of December 31, 1999:

A. Philip Randolph Institute Advantica Restaurants Group, Inc. Adventist Community Service

AFLAC, Inc.

African American Women's Clergy Association

African Methodist Episcopal Church African Methodist Episcopal Zion Church

Aker Maritime, Inc.

Alliance for Equity in Higher Education

Allied Signal, Inc.

Alpha Kappa Alpha Sorority, Inc. Alpha Phi Alpha Fraternity, Inc. ALVA Access Group, Inc.

American-Arab Anti-Discrimination Committee American Association of Community Colleges

American Association of Homes and Services for the Aging

American Association of Retired Persons American Association of Service Coordinators American Association of School Administrators

American Automobile Association American Baptist Churches of the South American Baptist Churches of the U.S.A. American Federation of Government Employees

American Federation of Labor and Congress of Industrial

Organizations

American Federation of Teachers

American Hellenic Educational Progressive Association American Home Products Corporation

American Indian Higher Education Consortium American International Group

American Jewish Committee American Library Association American Muslim Council
American Public Transit Association

American Society for Public Administration
American Society on Aging
American Urban Radio Networks
American West Holding Corporation Americans for Indian Opportunity

America's Promise

AMR Corporation (American Airlines)

Arab American Institute
Asian American Legal Defense and Education Fund Asian Americans for Community Involvement Asian Americans/Pacific Islanders in Philanthropy Asian and Pacific Islander American Health Forum

Asian Marketing Group

Asian Pacific American Heritage Council, Inc.

Asian Pacific American Institute for Congressional Studies

Assisted Living Federation of America Association of Hawaiian Civic Clubs Association of Multi-Ethnic Americans

Atlantic Richfield Company Attainment Company, Inc. Baker Hughes Corporation Bank One

Bethune DuBois Institute, Inc. Big Brothers/Big Sisters of America

Bissell Incorporated

Black Collegiate Services, Inc. Black Enterprise Black Leadership Forum, Inc.

Blacks in Government Blue Cross/Blue Shield Association

Boat People S.O.S.

Booker T. Washington Insurance Company Borden, Inc.

Boy Scouts of America California Rural Legal Assistance, Inc. Cambodian Network Council Camp Fire Boys and Girls

Campus Compact Cargill, Inc.

Carson Products Company Center for Community Change Charles Schwab and Company, Inc. Child Welfare League of America Children's Defense Fund

Chiquita Brands International Christian Church (Disciples of Christ) in the United States and Canada

Christian Methodist Episcopal Church

Church of God

Church of God in Christ

Church of Jesus Christ of Latter-day Saints

Church's Chicken
Coalition of Labor Union Women Compaq Computer Corporation Congress of National Black Churches

Conoco, Inc.

Consolidated Edison, Inc. Corporation for National Service

Cox Enterprises, Inc. Council of 100

Council of Chief State School Officers Council of Jewish Federations Council of the Great City Schools Cuban American National Council, Inc.

CVS Corporation Dayton Hudson Corporation Deere and Company Delta Sigma Theta Sorority, Inc.

Deluxe Corporation

Development District Association of Appalachia

Douglass Policy Institute Duke Energy

Duxbury Systems Eichleay Engineering El Paso Energy Corporation Emerson Electric Co. Ernst and Young, LLP Essence Communications

Exmar Offshore Company
Family, Career and Community Leaders of America

Fannie Mae

Federation of Korean Americans Federation of Masons of the World

First Union Corporation Fluor Corporation Food Marketing Institute Freddie Mac Frontiers International, Inc.

Full Gospel Baptist Church Fellowship General Council of the Assemblies of God

General Dynamics

Georgia-Pacific Corporation

Giant Food

Goodwill Industries International, Inc.

Goya Foods, Inc.

Grand Lodge Benevolent and Protective Order of Elks

Gray Panthers Green Thumb Hallmark Cards, Inc.

Hershey Entertainment and Resort Company

Hershey Foods Corporation

Hispanic Association of Colleges and Universities

Hispanic Policy Development Project Hmong National Development, Inc.

Hotel Employees and Restaurant Employees International Union

Housing Assistance Council

Humana, Inc.

Imperial Grand Council AAONMS (Shriners) Institute for Gay and Lesbian Strategic Studies Institute for Strategic Reconciliation

International Association of Machinists and Aerospace Workers

International Brotherhood of Teamsters

International Union of Gospel Missions

International Union, United Automobile, Aerospace and Agricultural

Implement Workers of America
Improved Benevolent Protective Order of Elks of the World

Jack and Jill of America, Inc.

Japanese American Citizens League

John Hancock Mutual Life Insurance Company Joint Action in Community Service

Joint Center for Political and Economic Studies

Kaiser Foundation Health Plan Kappa Alpha Psi Fraternity, Inc. Knights of Columbus

Korean American Coalition

Labor Council for Latin American Advancement

Latina Magazine

Leadership Conference on Civil Rights Leadership Council on Aging Organizations League of United Latin American Citizens League of Women Voters of the United States

National School Boards Association Levi Strauss and Company Mexican American Legal Defense and Education Fund National State Data Center/Business and IndustryProgram Mindspring Enterprises, Inc. NAACP Legal Defense and Educational Fund, Inc. National Urban Coalition National Urban League National Alliance of Vietnamese American Service Agencies National Women's Political Caucus National Alliance to End Homelessness Neighborhood Cleaners Association - International National Asian Pacific American Legal Consortium National Asian Pacific Center on Aging Neighborhood Reinvestment Corporation New York Life Insurance National Association for Equal Opportunity In Higher Education Nissan North America, Inc. Northwestern Mutual Life Insurance National Association for Female Executives National Association for Hispanic Elderly Ocean Design Associates, Inc. National Association for the Advancement of Colored People Omega Psi Phi Fraternity, Inc. National Association for the Education and Advancement of Cambodian, 100 Black Men of America, Inc. Laotian and Vietnamese Americans Opportunities Industrialization Centers of America, Inc. National Association for County Community and Economic Development Organization of Chinese Americans National Association for the Self-Employed Paccar, Inc. National Association of Area Agencies on Aging Pacific Islander Community Council National Association of Colored Women's Clubs Pfizer, Inc. National Association of Community Action Agencies Phillips Petroleum Company National Association of Community Health Centers Polaroid Polish American Congress Pride Inc. of Tennessee National Association of Counties National Association of Cuban-American Women National Association of Development Organizations Principal Financial Group National Association of Elementary School Principals Procter and Gamble National Association of Latino Elected and Appointed Officials Progressive National Baptist Convention Puerto Rican Legal Defense and Education Fund National Association of Negro Business and Professional Women's Radio One, Inc.
Randalls Food Markets, Inc. Clubs, Inc. National Association of Postmasters of the United States Randalls Food Markets, Inc.
Rural Coalition
Rural Community Assistance Program
Rural Electric Cooperative Association
Ryder System, Inc.
Samsung Electronics America
Service Employees International Union
Shell Oil Company
Sigma Gamma Rho Sorority, Inc.
Soka Gakkai International, U.S.A.
Sons and Dauchters of Guam Club, Inc. National Association of Private Industry Councils National Association of Regional Councils National Association of Regional Councils
National Association of Retired Federal Employees
National Association of Secondary School Principals
National Association of Towns and Townships
National Baptist Convention of America, Inc.
National Baptist Convention, U.S.A., Inc.
National Baptist Convention, U.S.A., Inc. (Labor Relations Department)
National Black Catholic Congress. National Black Catholic Congress Sons and Daughters of Guam Club, Inc. National Black Caucus of Local Elected Officials National Black Child Development Institute Southeast Asia Resource Action Center National Black Leadership Roundtable Southern Poverty Law Center National Black MBA Association Southwest Voter Registration Education Project National Civic League Steinway Musical Instruments, Inc. National Coalition for an Accurate Count of Asian Pacific Americans Taiwanese American Citizens League National Coalition for Homeless Veterans Teachers of English to Speakers of Other Languages, Inc. National Coalition of 100 Black Women National Coalition on Black Voter Participation Thai Airways International Public Company Limited National Committee on Pay Equity Texas Instruments, Inc. National Conference of Black Mayors, Inc. The American Legion National Conference of Community and Justice The Council of State Governments National Conference of Puerto Rican Women The International Association of Lions Clubs National Congress of American Indians The National Caucus and Center on Black Aged, Inc. National Congress of Parents and Teachers(PTA) The National Council on Aging National Congress for Community Economic Development The Southern Regional Council National Council for Geographic Education The Vietnamese Resettlement Association National Council for the Social Studies TIAA-CREF National Council of Jewish Women Top Ladies of Distinction, Inc. National Council of Negro Women Transamerica Corporation National Council of Senior Citizens Travelers Aid International Ultramar Diamond Shamrock Corporation National Council of Teachers of Mathematics National Council of the Churches of Christ in the U.S.A. National Council of Women's Organizations Unitarian Universalist Association of Congregations United Church of Christ United Church of Christ, Commission for Racial Justice
United House of Prayer For All People
United Methodist Church General Board of Church and Society National Education Association National Federation of Filipino American Associations National Federation of Indian American Associations
National Forum for Black Public Administrators United Parcel Service National 4-H Council
National Gay and Lesbian Task Force United States Hispanic Leadership Institute
United States Junior Chamber of Commerce National Grange United Technologies Corporation United Way of America National Head Start Association Urban Ministries, Inc. National Hispanic Council on Aging National Indian Education Association Veterans of Foreign Wars National Italian American Foundation Wal-Mart Stores, Inc. National Korean American Service and Education Consortium, Inc. Washington Mutual Bank, Inc. National Middle School Association Wellpoint Health Networks, Inc. National Network to End Domestic Violence Wells Fargo/Northwest Company Wider Opportunities For Women, Inc. National Newspaper Publishers Association National Office of Samoan Affairs Willie E. Velasquez Institute

Women's Missionary Society of the African Methodist Episcopal Church Women's National Democratic Club National Organization for Women National Organization of Black County Officials, Inc. National Pan-Hellenic Council Youth Service America

National Puerto Rican Coalition National Political Congress of Black Women, Inc. Zeta Phi Beta Sorority, Inc.

National Recreation and Park Association National Rural Education Association

National Rural Water Association

If you represent a NATIONAL organization and need additional information about partnership opportunities, contact Laura Sewell on 301-457-2989, e-mail at Laura.A.Sewell@ccmail.census.gov, or mail to

U.S. Census Bureau, Partnership and Data Services Staff, Room 1210-2, Washington, DC 20233.

If you represent a local organization and need information, call one of the numbers below.

If you live here	Partnership Coordinator	Census Center	Telephone #.
Alabama	Mary Love Sanford, Danielle Jones	Atlanta	404-331-0573
Alaska Arizona	Bob Clingman Pamela Lucero	Seattle Denver	206-553-5882 303-231-5029
Arkansas	Ben Arzu. Tom Beaver	Kansas City	816-801-2020
California 1	Reina Ornelas. Monica Sandoval	Los Angeles	818-904-6522
California 1	Bob Clingman	Seattle	206-553-5882
Colorado	Pamela Lucero	Denver	303-231-5029
Connecticut	Tia Costello	Boston	617-424-4977
Delaware	Lyn Kirshenbaum, Juanita Britton	Philadelphia	215-597-8312
District of Columbia	Lyn Kirshenbaum, Juanita Britton	Philadelphia	215-597-8312
Florida	Mary Love Sanford, Danielle Jones	Atlanta	404-331-0573
Georgia	Mary Love Sanford, Danielle Jones	Atlanta	404-331-0573
Hawaii	Reina Ornelas, Monica Sandoval	Los Angeles	818-904-6522
Idaho	Bob Clingman	Seattle	206-553-5882
Illinois	Marilyn Stephens, Joyce Marks	Chicago	312-353-9759
Indiana Iowa	Marilyn Stephens, Joyce Marks Ben Arzu, Tom Beaver	Chicago Kansas City	312-353-9759 816-801-2020
lowa Kansas	Ben Arzu, Tom Beaver Ben Arzu. Tom Beaver	Kansas City Kansas City	816-801-2020 816-801-2020
Kentucky	Victoria Burke, William Ward	Charlotte	704-344-6624
Louisiana	Marisela Lopez	Dallas	214-655-3060
Maine	Tia Costello	Boston	617-424-4977
Maryland	Lyn Kirshenbaum, Juanita Britton	Philadelphia	215-597-8312
Massachusetts	Tía Costello	Boston	617-424-4977
Michigan	Vince Kountz	Detroit	248-967-9524
Minnesota	Ben Arzu, Tom Beaver	Kansas City	816-801-2020
Mississippi	Marisela Lopez	Dallas	214-655-3060
Missouri	Ben Arzu, Tom Beaver	Kansas City	816-801-2020
Montana	Pamela Lucero	Denver	303-231-5029
Nebraska Nevada	Pamela Lucero Pamela Lucero	Denver Denver	303-231-5029 303-231-5029
New Hampshire	Tia Costello	Boston	617-424-4977
New Jersey ² New Jersey ²	Lyn Kirshenbaum, Juanita Britton Alice Chin. Martha Butler	Philadelphia New York	215-597-8312 212-620-7702
New Jersey New Mexico	Pamela Lucero	Denver	303-231-5029
New York ³	Tia Costello	Boston	617-424-4977
New York ³	Alice Chin. Martha Butler	New York	212-620-7702
North Carolina	Victoria Burke, William Ward	Charlotte	704-344-6624
North Dakota	Pamela Lucero	Denver	303-231-5029
Ohio	Vince Kountz	Detroit	248-967-9524
Oklahoma	Ben Arzu, Tom Beaver	Kansas City	816-801-2020
Oregon	Bob Clingman	Seattle	206-553-5882
Pennsylvania	Lyn Kirshenbaum, Juanita Britton	Philadelphia	215-597-8312
Rhode Island	Tia Costello Victoria Burke. William Ward	Boston	617-424-4977
South Carolina South Dakota	Pamela Lucero	Charlotte Denver	704-344-6624 303-231-5029
Tennessee	Victoria Burke, William Ward	Charlotte	704-344-6624
Texas	Marisela Lopez	Dallas	214-655-3060
Utah	Pamela Lucero	Denver	303-231-5029
Vermont	Tia Costello	Boston	617-424-4977
Virginia	Victoria Burke, William Ward	Charlotte	704-344-6624
Washington	Bob Clingman	Seattle	206-553-5882
West Virginia	Vince Kountz	Detroit	248-967-9524
Wisconsin	Marilyn Stephens, Joyce Marks	Chicago	312-353-9759
Wyoming Puerto Rico	Pamela Lucero Hector Feliciano	Denver Puerto Rico	303-231-5029 787-771-3660
J.S. Virgin Islands, American Samoa,	Idabelle Hovland	Census Bureau Suitland, MD	301-457-8443
Commonwealth of		Gaillana, MD	
Northern Mariana Islands.			

¹ If you reside in Fresno, Imperial, Inyo, Kern, Kings, Los Angeles, Madera, Mariposa, Merced, Monterey, Orange, Riverside, San Benito, San Diego, San Luis Obispo, Santa Barbara, Tulare or Ventura counties, call the Los Angeles Regional Census Center (RCC). If in another California county, call the Seattle RCC.

² If you live in Bergen, Essex, Hudson, Middlesex, Morris, Passaic, Somerset, Sussex, Union or Warren counties, call the New York RCC. If in another New Jersey county, call the Philadelphia RCC.

³ If you reside in Bronx, Kings, Nassau, New York, Queens, Richmond, Rockland, Suffolk or Westchester counties, call the New York RCC. If in another county in the state, contact the Boston RCC.